

LISTING AND STATUS OF THE CLAIMS

The following is a complete listing of all the claims in the application, with an indication of the status of each:

1 1. (Currently amended) A network marketing system comprising:
2 at least one user terminal for being operated by a user that purchases items and
3 having the capability to be connected to a network;
4 an item database for storing information on items on the market;
5 a shopping cart database each associated with each user for storing shopping
6 carts to temporarily save items to be investigated for purchase by a user; ~~and~~
7 a marketer server connected to said network, for providing said user terminal
8 with item information stored in said item database; and for adding a particular item to
9 a shopping cart stored in said shopping cart database upon receiving notification from
10 said user terminal to add that item to the shopping cart, said marketer server for
11 ~~sequentially~~ presenting in series individual items in said shopping cart to said user
12 terminal; and
13 means for to confirming at said user terminal whether or not the user has ~~the~~
14 an intention to purchase ~~upon receiving notification from said user terminal of the~~
15 ~~intention to purchase items~~ an individual item of said items in the shopping cart, and
16 for actually accepting an application to purchase only with respect to items for which
17 intention of an application to purchase ~~could~~ can be confirmed.

1 2. (Original) A network marketing system according to claim 1, wherein said user
2 terminal establishes a right to purchase preferentially a particular item when said user
3 saves the item in said shopping cart.

1 3. (Currently amended) A network marketing method for marketing items between a
2 marketer server and a user terminal, said server and said terminal being connected by
3 way of a network, said method comprising steps of:
4 providing said user terminal, via said marketer server, with item information
5 stored in an item database storing information on items on the market;

6 adding a particular item to a shopping cart stored in a shopping cart database
7 upon receiving notification from said user terminal to add that item to the shopping
8 cart for temporarily holding items to be examined by said user for purchase;

9 upon receiving notification from said user of the intent to purchase items in
10 said shopping cart, said marketer server sequentially presenting in series individual
11 items in said shopping cart to said user to confirm whether or not the user has the
12 intention to purchase an individual item of said items in said shopping cart; and

13 actually accepting an application to purchase for only those items for which
14 said user's intention to apply for purchase could be confirmed.

1 4. (Original) A network marketing method according to claim 3, further comprising
2 a step of establishing said user's right to purchase preferentially a particular item
3 when said user saves the item in said shopping cart.

1 5. (Currently amended) A computer program for enabling a computer to perform
2 processing for marketing items between a user terminal and a marketer server, said
3 terminal and said server being connected by way of a network, said processing
4 comprising:

5 reading from a recording medium to a marketer server a process for providing
6 said user terminal, via said marketer server, with item information stored in an item
7 database storing information on items on the market;

8 reading from a recording medium to a marketer server a process for adding a
9 particular item to a shopping cart stored in a shopping cart database upon receiving
10 notification from said user terminal to add that item to the shopping cart for
11 temporarily holding items to be examined by said user for purchase;

12 reading from a recording medium to a marketer server a process for
13 sequentially presenting in series individual items in said shopping cart to said user to
14 confirm whether or not the user has the intention to purchase an individual item of
15 said items in the shopping cart; and

16 reading from a recording medium to a marketer server a process for actually
17 accepting an application to purchase with respect to only those items for which said
18 user's intention to apply for purchase could be confirmed.

1 6. (Original) A computer program according to claim 5 that causes a computer to
2 execute a process such that said user establishes a right to purchase preferentially a
3 particular item when said user saves the item in said shopping cart.

1 7. (Currently amended) A marketer server that can be connected to at least one user
2 terminal by way of a network, said server comprising:

3 a means for reading, from a recording medium, one or more computer
4 programs which may be executed by said marketer server;

5 a means for providing said user terminal, via said marketer server, with item
6 information stored in an item database storing information on items on the market;

7 a means for; adding a particular item to a shopping cart stored in a shopping
8 cart database upon receiving notification from said user terminal to add that item to
9 the shopping cart for temporarily holding items the user is examining for purchase;

10 a means for, upon receiving notification from said user terminal of the
11 intention to purchase items in said shopping cart, said marketer server sequentially
12 presenting in series individual items in the shopping cart to said user terminal to
13 inform whether or not the user has the intention to purchase an individual item of said
14 items in the shopping cart; and

15 a means for actually accepting application to purchase with respect to only
16 those items for which the intention to purchase could be confirmed.